

Proposed Richmond County Tennis and Pickleball Center

Dink'd Pickleball and T & T Developers, LLC

Troy Paul Coon MD, Troy Akers DO

ORIGINAL

SUMMARY

Mar 31, 2025

Unsolicited Proposal

Project Description: Develop a Pickleball and Tennis complex with an associated hotel in Richmond County.

Project Location: 3757 Wheeler Rd, Augusta, GA 30909

Synopsis of Project: T & T Developers, LLC intends to purchase the site with private funds and construct a 100,000 sq ft recreational facility including 2 indoor tennis courts, indoor and outdoor pickleball courts, a 15,000 sq ft gym, classrooms, stadium seating for events, and a 200-bed hotel. A partnership with Richmond County is proposed to develop 18 outdoor tennis courts on the same property. T and T Developers request \$7.5 million in SPLOST 8 funds to construct the tennis facility.

Facility Amenities:

- 18 outdoor tennis courts, 2 indoor courts
- 24 outdoor and 24 indoor pickleball courts
- Pro shop, clubhouse, locker rooms
- Viewing areas, classrooms, office space
- Indoor walking track
- 200+ bed hotel with conference center
- 500+ event parking spaces
- Additional parcels for county development

Programs and Events:

- Lessons, youth and adult leagues
- Tournaments: USTA, NCAA, MLP, PPA
- Special events

Feasibility Statement: Growing interest in pickleball and stable tennis participation create demand. The hotel will serve event and general visitors. The site is accessible, near major roads and Augusta University.

Economic Impact (estimates):

- Job creation: 875 total (350 direct, 525 indirect)
- 5-year revenue: \$80.86 million
- Tax revenue: \$13.94 million

Proposed Richmond County Tennis and Pickleball Center

Dink'd Pickleball and T & T Developers, LLC

Troy Paul Coon MD, Troy Akers DO

- Economic impact: \$181.93 million

Financial Assumptions:

- Hotel: 200 rooms, 75% occupancy, \$150 rate
- Memberships: 2000 @ \$75/month
- Court rental: \$20/hour
- Tournaments and events: 25,000 visitor nights/year
- Visitor spending: \$6.88 million/year

County Proposal:

- Redirect SPLOST 8 funds from Newman Tennis Center to new tennis center
- County lease tennis courts for \$1/year, fund maintenance, taxes, utilities
- Private management to ensure accessibility and programming
- Revitalize Flemming and Diamond Lakes courts as part of future plans

Timeline:

- Property close by mid-May 2025
- Tennis facility complete by end of 2026/start of 2027
- Full project completion by 2028

Funding Plan:

- Private bank financing (Queensborough National Bank)
- \$7.5M SPLOST 8 for tennis facility (total estimated cost: \$8.58M)

Tennis Venue Cost Breakdown:

- Construction: \$2.7M
- Lighting: \$540K
- Fencing: \$270K
- Site prep: \$1.5M
- Bathrooms, walking paths, seating, security: ~\$2.1M
- Development fee (15%): \$1.07M
- Contingency (5%): \$409K
- Total: \$8.58M

Support Data:

- Comparable success in Macon (Rhythm and Rally) and Rome, GA (Rome Tennis Center)
- Strong precedent for economic growth from similar projects

Collaborators:

Proposed Richmond County Tennis and Pickleball Center

Dink'd Pickleball and T & T Developers, LLC

Troy Paul Coon MD, Troy Akers DO

- Augusta University, Augusta Tech, Augusta Sports Council, Destination Augusta

Concerns Addressed:

- Traffic and parking: adequate capacity planned
- Newman Tennis supporters: proposed site within 4 miles; long-term vision includes revitalization of all tennis facilities

Project Team:

- Dr. Troy Akers and Dr. Troy Coon (T&T Developers)
- Allen+Batchelor Construction (John Allen)
- Civil Engineer: Bo Slaughter
- Architect: McMillan Pazdan Smith
- Law: Hull Barrett (Ben Dinges)
- Banking: Queensborough National Bank and Trust (Adam Harris, Charles Bennett)

Closing: Years of planning have gone into this project to provide a premier recreational facility for Richmond County. With county support, this development will strengthen the community, promote health, and drive economic growth.

Proposed Richmond County Tennis and Pickleball Center

Dink'd Pickleball and T & T Developers, LLC

Troy Paul Coon MD, Troy Akers DO

Mar 31, 2025

Unsolicited Proposal

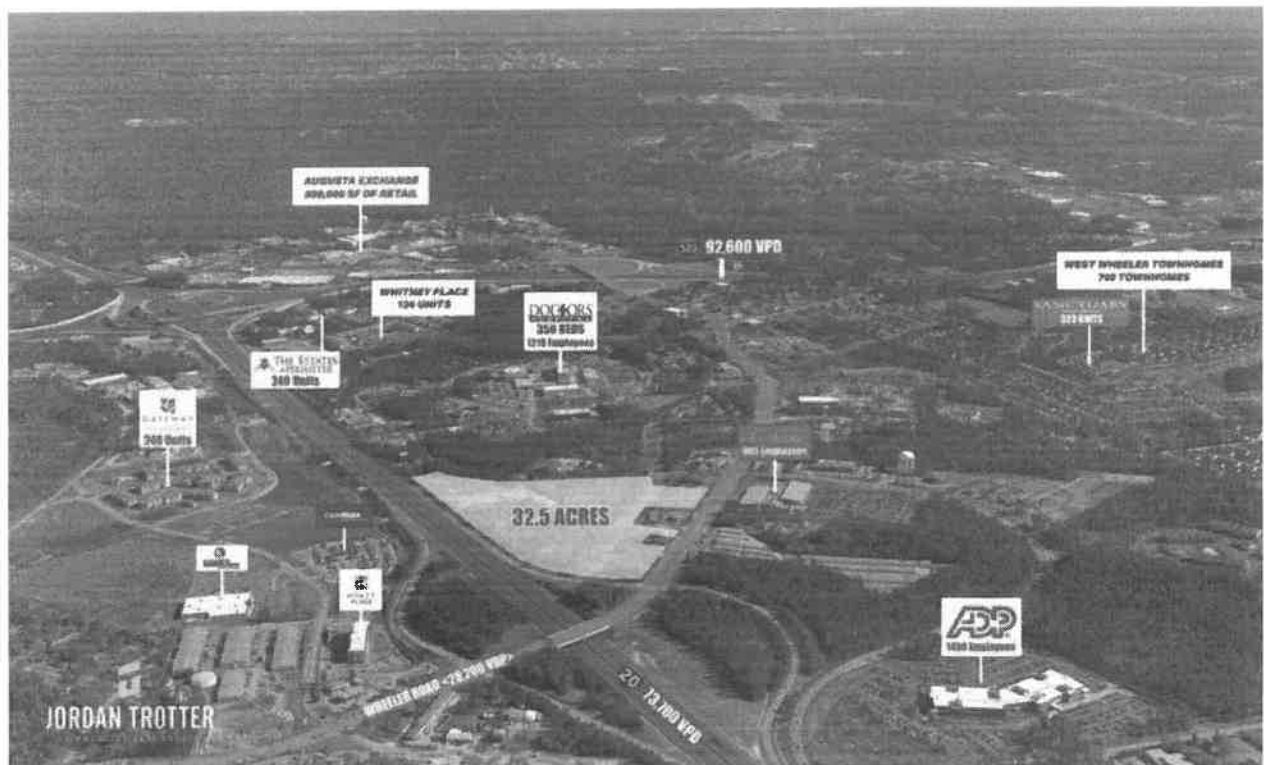
Project Description:

Develop a Pickleball and Tennis complex with an associated hotel in Richmond County.

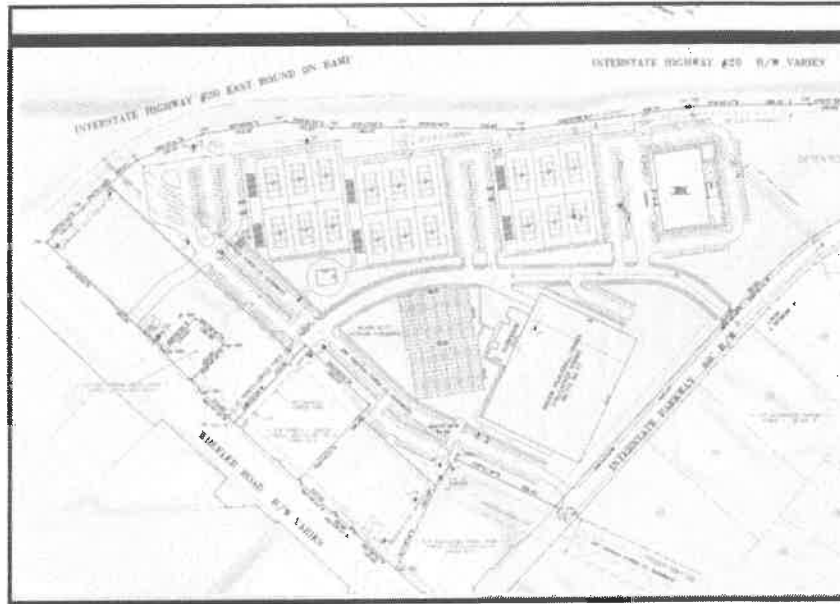
See below for graphic view and site plan.

Project Location:

3757 Wheeler Rd, Augusta, GA 30909 (the "Property")



Troy Paul Coon MD, Troy Akers DO



T & T Developers, LLC, a Georgia limited liability company ("Developer"), intends to purchase the above Property with private funds and develop an approximately 100,000 sq ft recreational facility with 2 indoor tennis courts, indoor and outdoor pickleball, an approximately 15,000 sq ft gym, multiple classrooms and educational spaces, stadium indoor seating for commencements and entertainment events in conjunction with an approximately 200 bed hotel all intended to be located at the Property (the "Developer Component"). We are excited about the opportunity to partner with Richmond County in the additional development of eighteen (18) outdoor tennis courts on the same Property (the "Outdoor Tennis Courts") (the Developer Component and the Outdoor Tennis Courts are collectively the "Facility" or the "Richmond County Tennis and Pickleball Center"). Making a union with Richmond County will bring prominence in the Tennis world to the area. Developer is requesting Seven Million Five Hundred Thousand Dollars (\$7,500,000.00) to construct the Outdoor Tennis Courts. Below we have included a cost estimate to develop the Facility. We understand that SPLOST 8 currently allocates sufficient funds for the development of the Outdoor Tennis Courts. We also understand that other tennis facilities in Richmond County are in need of substantial repair. We intend for the Facility to establish a competitive facility in Richmond County that can host a variety of tournaments that will allow Richmond County to use the economic impact and possible additional grant money to raise funds to revitalize both Flemming and Diamond Lakes tennis facilities. This would be essential in the ability for Augusta to bring large tournaments.

Proposed Richmond County Tennis and Pickleball Center

Dink'd Pickleball and T & T Developers, LLC

Troy Paul Coon MD, Troy Akers DO

The proposed Richmond County Tennis and Pickleball Center would be a state-of-the-art facility that would provide residents of all ages and skill levels with a place to play tennis and pickleball. The center would be located at 3757 Wheeler Road, Augusta, Georgia and would include the following amenities:

- 18 competitive outdoor tennis courts, 2 indoor courts
- 24 outdoor and 24 indoor pickleball courts
- A pro shop
- A clubhouse with full sized locker rooms and showers
- A viewing area for spectators
- Multiple office spaces and classroom space
- Indoor walking track
- 200+ bed hotel with conference center
- 500+ event parking spaces
- Additional parcels of land available for amenities or development

The Facility (or portions thereof) would be open to the public and would offer a variety of programs and events, including:

- Tennis and pickleball lessons
- Junior tennis and pickleball programs
- Adult tennis and pickleball leagues
- Tennis and Pickleball Tournaments
 - USTA, NCAA, MLP, PPA
- Special events

The Richmond County Tennis and Pickleball Center would be a valuable asset to the community and would provide a place for people to get exercise, socialize, and have fun while bringing significant revenue and jobs to Richmond county in the form of tax revenue and economic impact.

Feasibility Statement: Pickleball and Tennis Facility with Adjacent Hotel

Project Overview

This feasibility statement assesses the viability of developing a multi-use recreational and hospitality facility featuring a state-of-the-art pickleball and tennis complex, complemented by an adjacent hotel. The project aims to capitalize on the growing popularity of pickleball and the consistent demand for quality accommodations in regional sports tourism and recreational travel.

Proposed Richmond County Tennis and Pickleball Center

Dink'd Pickleball and T & T Developers, LLC

Troy Paul Coon MD, Troy Akers DO

Market Demand

Pickleball is currently the fastest-growing sport in the United States, with millions of active players and increasing interest across all age groups. Tennis continues to have a stable, dedicated base of participants. Together, these sports present a strong foundation for year-round recreational and tournament activity. The combined facility will appeal to local residents, traveling athletes, tournament organizers, and tourists.

The hotel will serve both sports-related and general travelers, including families, business travelers, and regional tourists. By leveraging event-driven traffic from the courts and tournaments, the hotel is expected to achieve higher-than-average occupancy rates, especially during weekends and peak seasons.

Site Suitability

The proposed development site offers sufficient acreage for multiple pickleball and tennis courts, a clubhouse, pro shop, food and beverage services, and a 200+ bed hotel. Site accessibility via Interstate 20 and Wheeler Road, proximity to Augusta University, and availability of utilities and services will support both construction and long-term operations, making the Property ideal for the development of the Facility.

Economic Impact

- **Direct Revenue Sources:** Court rentals, tournament hosting fees, memberships, pro shop sales, hotel room rentals, F&B services.
- **Indirect Revenue:** Local tourism spend, job creation, and tax contributions.
- The project is expected to generate local employment (management, hospitality, coaching, maintenance) and stimulate surrounding businesses.

Cost and Investment

Estimated development costs include land preparation, court and facility construction, hotel development, and initial staffing. Funding will be sought through a combination of private investment, bank financing, and potential public-private partnerships or grants supporting community recreation and tourism.

Risk Assessment

- **Mitigated Risks:** Diversified revenue streams, increasing interest in sports tourism, potential for hosting large events.
- **Primary Risks:** Seasonality, weather impacts (for outdoor courts), competitive lodging

Proposed Richmond County Tennis and Pickleball Center

Dink'd Pickleball and T & T Developers, LLC

Troy Paul Coon MD, Troy Akers DO

supply.

The Primary Risks identified above can be offset through, among other things, design strategies (e.g., indoor courts), strategic marketing, and bundled hotel-court packages.

Conclusion

Our preliminary analysis supports the feasibility of a combined pickleball/tennis facility with an adjacent hotel. With proper planning, market positioning, and operational management, this project has strong potential for financial viability, community value, and long-term growth.

Economic Output and Impact

Our analysis of the economic impact would be substantial for the county and local businesses and has the potential of creating upward of 800 jobs and over \$13 million in tax revenue within the first five years and over \$100 million in economic impact. These are conservative calculations using sales and membership data along with conservative hotel projections.

- Hotel: 200 room hotel, 75% occupancy, \$150 daily rate
- Memberships: 2000 at \$75 monthly average (pickleball, gym, and tennis)
- Court Rental Revenue at \$20 per hour
- Tournament Revenue based on 12 pickleball and 11 tennis tournaments with 500 out of town visitors per event. (2 night stay)
- 4 Concert events annually with 500 visitors (1 night stay)
- Hotel Tax of 8%, Sales tax of 8.5%, Property tax of 1.08%
- Economic Output and Impact multipliers of 1.5
- Household earnings multiplier of 1.3
- Indirect Jobs multiplier of 1.5

Total Revenue Estimates

The following preliminary estimates are based on information and projections calculated by Developer and subject to change.

Year	Hotel Revenue	Membership revenue	Court Rental Revenue	Tournament Revenue	Total Annual Revenue
1	\$8,212,500	\$1,800,000	\$2,409,000	\$3,750,000	\$16,171,500

Proposed Richmond County Tennis and Pickleball Center

Dink'd Pickleball and T & T Developers, LLC

Troy Paul Coon MD, Troy Akers DO

2	\$8,212,500	\$1,800,000	\$2,409,000	\$3,750,000	\$16,171,500
3	\$8,212,500	\$1,800,000	\$2,409,000	\$3,750,000	\$16,171,500
4	\$8,212,500	\$1,800,000	\$2,409,000	\$3,750,000	\$16,171,500
5	\$8,212,500	\$1,800,000	\$2,409,000	\$3,750,000	\$16,171,500
5 year Total					\$80,857,500

Total Tax Revenue

Year	Hotel Tax Revenue	Property Tax Revenue	Sales Tax Revenue	Total Tax Revenue
1	\$657,000	\$756,000	\$1,374,578	\$2,787,578
2	\$657,000	\$756,000	\$1,374,578	\$2,787,578
3	\$657,000	\$756,000	\$1,374,578	\$2,787,578
4	\$657,000	\$756,000	\$1,374,578	\$2,787,578
5	\$657,000	\$756,000	\$1,374,578	\$2,787,578
5 year total				\$13,937,888

Job Creation

Description	Amount
Direct Jobs Created	350
Indirect Jobs Created	525
Total Jobs Created	875

Proposed Richmond County Tennis and Pickleball Center

Dink'd Pickleball and T & T Developers, LLC

Troy Paul Coon MD, Troy Akers DO

Economic Impact 5 year totals

Total Annual Revenue	Total Tax Revenue	Total Economic Output	Total Household Earnings	Total Economic Impact
\$80,857,500	\$13,937,888	\$121,286,250	\$157,672,125	\$181,929,375

Visitor Spending Analysis

Visitor spending will contribute significantly to the local economy, generating income for local businesses in various sectors such as dining, shopping, and entertainment.

Estimated Annual Visitor Nights: (only complex specific, not counting, the other potential 29,000)

- Pickleball Tournaments: 12 events × 500 visitors × 2 nights = 12,000 visitor nights
- Tennis Tournaments: 11 events × 500 visitors × 2 nights = 11,000 visitor nights
- Concert Events: 4 events × 500 visitors × 1 night = 2,000 visitor nights

Total Visitor Nights: 12,000 + 11,000 + 2,000 = 25,000 visitor nights annually.

Total Visitor Spending Estimate:

Category	Amount
Estimated Annual Visitor Nights	25,000
Estimated Total Annual Visitor Spending	\$6,875,000

Proposal:

Proposal for Richmond County involvement would be to assist in developing the Outdoor Tennis Courts. We propose the SPLOST 8 funds that are currently allocated for the Newman Tennis Center be used toward the development of the Outdoor Tennis Courts.

Additionally we propose a private management company administer the tennis/pickleball

Proposed Richmond County Tennis and Pickleball Center

Dink'd Pickleball and T & T Developers, LLC

Troy Paul Coon MD, Troy Akers DO

operations, ensuring the facility's potential is maximized for maximum county resident use, low and middle income resident access and programming, children's programming and development of youth fitness initiatives. Richmond County would fund development of the Outdoor Tennis Courts and pay \$1.00 per year to lease the Outdoor Tennis Courts and Richmond County would reimburse Developer or pay for the maintenance, property taxes, and utilities associated with the Outdoor Tennis Courts. The lease would renew annually.

Continued improvement and management of Flemming and Diamond Lakes would fall under the private management. In hopes to raise funds to bring those locations up to competitive courts as well. Our Overall vision for Augusta is to have at least 50 competitive tennis courts.

Project Timeline:

We anticipate purchasing the Property by mid-May with immediate ground breaking on property in the form of grading. We project a 12-14 month timeline on Facility development and beginning of infrastructure on site. We will be bonded and use monthly invoicing of funds only after work is completed.

Total time for entire project completion is 2028. This would include pickleball, tennis and hotel completion.

We anticipate an operational tennis facility by the end of 2026 or the beginning of 2027.

Finance Planning:

Private funding with debt service through Queensborough National Bank and Trust will be used to purchase the Property and fund the Facility.

Richmond County Splost 8 funds for the development of the Outdoor Tennis Courts development. This would be bonded and only billed after the work has been completed. We estimate the total cost of building 18 new competition level tennis courts with associated restroom facilities, seating, lighting and appropriate technology to be around 8.5 million dollars. We are asking Richmond County to use the 7.5 million to be the first injection into the project.

The club house associated with the Pickleball indoor facility will have locker rooms, restrooms, retail store for beverages and other amenities that can be used by the public. The Indoor facility will be ADA compliant and include a pro shop as well. The private management organization will also operate activities and tournaments out of the indoor facility.

Proposed Richmond County Tennis and Pickleball Center

Dink'd Pickleball and T & T Developers, LLC

Troy Paul Coon MD, Troy Akers DO

Tennis Venue Cost Breakdown

The following preliminary breakdown is based on information and projections calculated by Developer and subject to change.

Item	Quantity/Details	Estimated Unit Cost	Total Cost
Tennis Court Construction	18 courts (including surfacing, nets, basic amenities)	\$150,000/court	\$2,700,000
Lighting Installation	High-intensity sports lighting per court	\$30,000/court	\$540,000
Fencing	Perimeter fencing around each court	\$15,000/court	\$270,000
Additional Nets/Accessories	Extra nets or accessories	\$2,000/court	\$36,000
Grading & Site Preparation	Overall site grading for 6 acres	Lump sum	\$1,500,000
Bathroom Facilities	2 permanent bathroom sites	\$300,000 each	\$600,000
Walking Course Development	Paved/landscaped perimeter walking path	Lump sum	\$100,000
Seating	Bleacher-style seating for 2,000 people	\$500 per seat	\$1,000,000
Cameras & Security	Advanced camera & security system with internet per court for televised events	\$20,000 per court	\$360,000
Subtotal			\$7,106,000
Development Fee (15% of subtotal)	15% fee on initial subtotal		\$1,065,900
Subtotal Including Development Fee			\$8,171,900
Contingency (5% above total)	For unforeseen conditions and design changes		\$408,595
Total Estimated Cost			\$8,580,495

Proposed Richmond County Tennis and Pickleball Center

Dink'd Pickleball and T & T Developers, LLC

Troy Paul Coon MD, Troy Akers DO

Data to Support:

This type of project is not new to Georgia or other economies. Recently Macon, Georgia and Rome, Georgia have dove into the markets of both tennis and pickleball and have done well.

Macon created Rhythm and Rally, a large indoor pickleball facility with 32 indoor courts and host monthly tournaments. Rome, Georgia has a large tennis facility with over 50 courts hosting NCAA and USTA events. Both Georgia sites have shown significant growth and economic impact in their relative communities. Other areas have also had success.

1. Rhythm and Rally (Macon/Bibb County Project) has 32 pickleball only courts with an estimated economic impact of ~\$125 million.

Source: <https://communityplaymaker.com/features/courting-opportunity/>
<https://www.built.fnf.com/alex-morrison>

2. Introducing a State-of-the-Art Pickleball Court Facility Through a Groundbreaking Public-Private Partnership.

Source: <https://pickleballminute.com/introducing-a-state-of-the-art-pickleball-court-facility-through-a-groundbreaking-public-private-partnership/>

3. Rome Tennis Center/Floyd County—Tennis only facility with an estimated economic impact of over \$28.1M a year.

Source: Potential Economic Impact Study of Rome Tennis Center by University of Georgia College of Business: https://www.terry.uga.edu/wp-content/uploads/proposed_tennis_center.pdf

4. Rock Hill, SC Sports Complex—over \$60M in economic impact

Source: <https://mytinow.com/2022/02/02/rock-hill-feels-economic-impact-from-sports-event-center/>

Collaboration Potential and Impact on Local entities:

Augusta University

Augusta Tech

Augusta Sports Council

Destination Augusta

Possible Opponents and Concerns:

1. Increased traffic congestion

a. Off of I20 and Wheeler Road, can easily handle moderate increase.

2. Parking

a. Initial designs we have over 650 total parking spaces on site which should offload a lot of congestion

Proposed Richmond County Tennis and Pickleball Center

Dink'd Pickleball and T & T Developers, LLC

Troy Paul Coon MD, Troy Akers DO

- b. Most tournaments are on weekends when traffic will be lessened.
- 3. Newman Tennis Proponents
 - a. The last thing we want to do is take away from the attributes that the Newman Tennis center has provided over the years.
 - i. We have chosen location within 4 miles of the Newman Tennis center
 - ii. We plead to those constituents to give us a chance to build a first class and competitive tennis center from the ground up and bring Tennis back to Augusta, hosting USTA tournaments and NCAA events. We want to additionally bring a quality pro shop, and club house for relaxation. Offering onsite pros, clinics, and local tournaments as well. Finally we want to bring the love of the sport back to Augusta and the youth with multiple youth and minority programs and school programs.
 - iii. The cost to truly bring Newman up to competition levels again is complete replacement, start over project involving a tear down and reconstruction which will cost more than the allotted Splost 8 funds.

Qualifications and Contacts:

Dr. Troy W Akers

US Army veteran

Chief of Emergency Medicine DDEAMC

Local Entrepreneur and Business Man

Founder and CEO of Dink'd (Indoor Pickleball facility on Fury's Ferry)

Dr. Akers is an experienced business man who brought the first Crumbl to the area and was very successful. He also has been the Chief Medical Officer at Fort Gordon. He has a sense for business and most importantly loves Augusta and wants to see it succeed.

Email: troy.w.akers@gmail.com

Dr. Troy P Coon

US Army Veteran

Emergency Medicine Physician

Local Entrepreneur and Business Man

Founder and CEO of Perfect Health Urgent Care and Medical Weight Loss

CFO of Dink'd

Dr. Coon has been a long time resident of the CSRA, working at or with most of the local hospitals, before starting and growing Urgent care centers in Evans, Martinez, Grovetown and South

Proposed Richmond County Tennis and Pickleball Center

Dink'd Pickleball and T & T Developers, LLC

Troy Paul Coon MD, Troy Akers DO

Augusta beginning in 2013 and eventually selling them to Wellstar in 2024. Deployed to Iraq 2007-2008 Dr. Coon led his emergency department overseas as well. Dr. Coon is also committed to seeing health lifestyle activities in Augusta grow along with the economy.

Email: troycoonmd@perfecthealth247.com

John Allen

Key partner of Allen+Batchelor Construction

Batchelor Construction was founded by deVane Batchelor in March of 1994 in Augusta, Georgia. Four years later, John Allen joined the company, and the name was changed to Allen+Batchelor Construction (A+B). For 30 years A+B has successfully completed projects in the Central Savannah River Area, Columbia SC, and Sandersville, GA. With a systematic approach to project delivery, we have a proven track record of completing projects on time, and within budget for our customers. In the 30 years that A+B has been in business, the majority of our projects have been either Design+Build or Construction Management at Risk. All of these projects we provided preconstruction services during the design process to ensure that the customer was gaining the best value, was within their ending budget, and expedited construction.

Email: john@allenbatchelor.com

Civil Engineer: Bo Slaughter with James G Swift and Associates

Architect: McMillan Pazdan Smith Architecture

Banking:

Queensborough National Bank and Trust

Adam Harris

Charles Bennett

T&T Developers, LLC

Owned by Dr. Coon and Dr. Akers

LLC that will be purchasing the land and developing the projects.

Hull Barrett, PC: Ben Dinges Attorney

Ben Dinges has successfully represented clients in a variety of transactional matters. His practice primarily focuses on real estate, corporate, and commercial transactions.

Ben has represented buyers and sellers of real property and assets related to business operations; commercial developers in all aspects of property acquisition, financing, leasing, zoning, and land use; lenders and borrowers in various loan transactions; and residential builders in connection with the acquisition of real property and establishment of associations and covenants. He has also facilitated a wide variety of corporate transactions, including private

Proposed Richmond County Tennis and Pickleball Center

Dink'd Pickleball and T & T Developers, LLC

Troy Paul Coon MD, Troy Akers DO

acquisitions, reorganizations involving conversions and mergers, and the preparation of governing documents.

Closing Thoughts:

This project has been underway for years and a tremendous amount of planning and work has already gone into producing the best possible product for Richmond County. We hope with the support of the county we can finally bring Tennis back to the community and introduce Richmond county to the fastest growing sport in the world, Pickleball. We appreciate all consideration and look forward to working further with all the representatives and constituents of Richmond County.